# The Co-operator

a monthly newsletter of the East End Food Co-op Pittsburgh, Pennsylvania

## STORE NEWS

Members' Extra Discount Days

Sundays: 9/13 & 10/11

Shop 8 am - 9 pm

Board of Directors Meeting
All members are welcome.
Next Meeting:
Monday, September 21 ~ 7-9pm

## The Co-Operator Deadline

All submissions and ads are due 10/1 for the November 2009 issue. For more information, call Member Services at 412.242.3598.

## Join us for a Co-op Orientation Night

Learn the secrets every member wants to know — Tuesdays at 7pm. Register with Outreach Coordinator Chris Farber, at 412.242.3598, ext 208, or

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2009 BALLOT

outreach@eastendfood.coop.

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## EAST END FOOD CO-OP

7516 Meade Street Pittsburgh, PA 15208 412-242-3598 www.eastendfood.coop

# The Co-op Challenges Community to EAT LOCAL in Nationwide Campaign, September 1 – 30

By Chris Farber, Outreach Coordinator

Eating local is not just for foodies anymore. Whether it's "60 Minutes," the *New York Times* or the *Post-Gazette,* more and more media are talking up eating local. Also more shoppers are walking the talk, both as a way to become more mindful eaters and to support the local economy.

With that in mind, the East End Food Co-op, for the second year, is hosting the "EAT LOCAL, AMERICA!" challenge this summer, inviting area residents to focus on eating more local food during the month of September.

Participants may choose the level that's right for them. "Local learners" might start by eating one meal a week made with local food. "Leading locavores" can push the envelope – perhaps by making four out of five meals with local foods. Or participants can pick a personal goal somewhere in between.

**EAT LOCAL, AMERICA!** is honor-based. Those wishing to participate simply sign a large poster in the Co-op vestibule and pick up a packet at Customer Service. Fill out the food journal and submit it on September 30 to enter a drawing for a \$50 gift certificate!

## Join in the fun by attending events in September!

Learn fermentation techniques, go on a local food urban hike, enjoy a Slow Food potluck, and munch on popcorn at the screening of *FRESH*. For all of the details on events for the Challenge, see page 8.

At the Co-op, we define local food as grown or produced within a 150-mile radius. During Eat Local Challenge and throughout the year, we identify local food on our shelves with the green local sticker. Also check out the new local produce board above the peaches and plums in the produce department.

## Why Eat Local?

The Co-op cultivates truly reciprocal partnerships and friendships with local growers and producers. Together, the Co-

op and local producers create viable market opportunities for local products, while giving co-op shoppers a convenient connection to fresh, delicious food of the highest quality.

Local food benefits co-op shoppers, growers, communities and the environment. It's also fresher and tastes better, because it retains more nutrients and promotes a healthy environment. With a shorter distance to travel, local food uses fewer natural resources, such as oil, in its transport.

In addition, eating local helps preserve and even stimulate the local economy, as dollars spent on local foods support regional farmers and producers. By keeping their wages in the community, much of the income they earn and the taxes they pay in turn go back to the local economy.

Locally owned by members of the community, the Co-op keeps its investment dollars in the vicinity by supporting local farmers and artisans and providing fairwage jobs for people in southwestern PA.

### National Challenge Underway

The Co-op is joining dozens of natural food co-ops coast-to-coast in the second, national EAT LOCAL, AMERICA! All participating co-ops are members of National Cooperative Grocers Association (NCGA) – a business services cooperative representing 111 retail food co-ops nationwide. Learn about all participating Eat Local,

— Continued on page 7



Bring your wallets and come hungry ... We will have food samples and terrific vendors, including Love Street Chocolate and the Co-op Café. Buy FRESH from the farmers of **Green Circle Farms**, **Ron Gargasz/Carrie Hahn** and **Meadow Rock Farm**, and enter PASA's Blue Ribbon Veggie Contest! Learn more about fair trade from Building New Hope and chat with the folks from Burgh Bees. Enjoy live local music right out on the street in front of the Co-op, and make art with the folks from AIR, Creative Reuse, the Environmental Charter School at Frick Park and more!

The Art Harvest is a SPECIAL One Percent Day to benefit the Kate and Peter Ambrusko Memorial Playground.

DON'T MISS MEMBERS' EXTRA DISCOUNT DAY — SEPTEMBER 13 MEMBERS RECEIVE 10% OFF SHELF PRICE ALL DAY! SAMPLES AND TASTINGS 8AM TO 4PM

All members are welcome to attend the Co-op Board Meetings. Check the bulletin board in the front vestibule for dates, times and agenda items.

Next meeting: Monday, September  $21 \sim 7-9$ pm





Dated Materials — DO NOT DELAY

East End Food Co-operative 7516 Meade Street Pittsburgh, PA 15208

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And Vegetarian Cafe

www.eastendfood.coop

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# CO-OP news



# rob's corner

Rob Baran, General Manager

In this edition of my column, we will cover some ground, as I have a number of topics I wish to touch on. First, you should mark October 21 on your calendar. On this date your Co-op will be recognized for leadership in social and economic justice circles by long time Pittsburgh non-profit Just Harvest with their "Seed of Justice Award." Previous winners of the award have been such notables such as State Sen. Ferlo, and activist Molly Rush. Author/activist Raj Patel (we carry his important book Stuffed and Starved), will be the guest speaker at the event. Patel is one of the best speakers I have ever heard on issues of food and economic justice, and a "must see" for me any time he is in the region. Details of attending the banquet will be posted in the October *The Cooperator*.

This is our second major award this year, coming six months after PASA selected us as the first western Pennsylvania company to win the Pennsylvania Business Leadership Award in Sustainable Agriculture. It's certainly nice to be recognized publicly for our many years of leadership in these areas. It's also inspirational to have such wonderful organizations as Just Harvest, and the Pennsylvania Association for Sustainable Agriculture as core partners and collaborators in our endeavors to help create a more just and sustainable city and state.

On another note, August was one tough month for our local farmers, many of whom rely on the tomato harvest for a significant portion of their income. Unfortunately, a blight has swept through the region recently, and many farmers have lost entire crops. Heirloom tomatoes have been especially hard hit, as have been other primary crops such as potatoes. These crop failures are coming on the heals of spring time losses of crops such as blueberries, due to cold wet weather. Many people are blaming the blight on too much

rain and too cool weather. It really makes one think when this kind of stuff happens. For me, climate change has mostly been about nicer summer weather, something to actually be appreciated. But for farmers, it has literally been devastating.

It looks like we have finally gotten our Café/Deli turned around. For decades, this department has been a money loser that had to be supported by the success of other departments. But no more! Under the leadership of our best ever Café management team lead by *Amber Pertz* and *Thomas Murhpy*, this formerly troubled department is now beginning to perform at a consistently strong level. In particular, we are seeing some significantly improved productivity numbers in the department and a staff that works pretty darn well together. Now that we have good systems and management in place, the sky's the limit.

While not exactly setting the world on fire, your Co-op has managed to stay in the black over the last year's economic troubles. We have even started growing again recently and are budgeting for slow but steady growth over the next year. About three-fourths of our partner coops in NCGA are also growing this summer while Whole Foods Market remains slightly down from last year. It's nice to see the co-op model succeeding during difficult economic times. At this rate, we may be able to start working on expansion again in the near future. This is the best staff we have ever had at the Co-op, and with another year of improvement, we should be well positioned internally for rapid growth.

And in closing, I want to acknowledge two former managers. A some of you may know two of our long time managers, Mark Perry in Grocery, and Dave Headings

— Continued on page 7

## member services message

by Kara Holsopple, Member Services

## LOOK FOR THE LOCAL!

We are hoping to make it easier than ever to shop local at your Co-op this September, for the Eat Local America Challenge, and for PASA's Buy Fresh Buy Local Food Month.

Look for the round Local Products logo on shelf tags all around the store. We have delicious and healthful local foods in every aisle, from produce to perishables.

Check out the Local Products display in the front of the store for grocery items that you may not even have realized were made nearby. Canning supplies can also be found

there, along with recipes using local fare, and our Co-op Local Products guide.

The Co-op Local Products Guide lists our local products by aisle and gives the location for each producer. It is updated periodically to reflect all of the great new local products we are able to add to our shelves. It reminds us that buying locally made product provides multiple benefits to the community. Environmental resources are conserved when less packaging and fossil fuels are used to get local products to market. The economic investment in products made locally can create and keep jobs in the community. When you buy locally, you are voting with your dollars, and creating a connection between the money in your wallet and the money that sustains the local economy. You are creating community.

Also, look for our new produce chalk board of local produce — it changes weekly thanks to Chris Farber and our volunteer Claire Westbrook!

Check out www.buylocalpa.org for even more places to find local food this month and every month. And thanks for shopping Co-op and supporting your member owned natural and local foods grocery.

# one percent wednes day

Sunday, September 20 Kate and Peter Ambrusko Memorial Playground

We all agree that when young lives are taken, it is a devastating tragedy for their families as well as their community. The students and families of the Environmental Charter School at Frick Park are honoring the memory of classmate Kate Ambrusko and her younger brother Peter, whose lives were taken in an automobile accident, by creating a playground at the Environmental Charter School. The Coop would like to support these efforts by having a special **One Percent Day** at the Art Harvest on September 30, to benefit the *Kate and Peter Ambrusko Memorial Playground*.

The mission of The Environmental Charter School at Frick Park is to educate each student to high academic learning standards using a themed curriculum that will foster knowledge, love of and respect for the environment and the will to preserve it for future generations.

The vision for the school is to create a program that integrates the environmental theme into the curricula in two distinct ways. One is the use of environment and ecology issues in a comprehensive science curriculum aligned with State standards. The other is the appropriate infusion of environment and ecology themes into the content areas of literacy, mathematics, social studies, the arts, music, and health and physical education.

The curriculum of the school is designed to contain project-based learning experiences to ensure that students apply what they are learning to the real world. The school will develop education partnerships with area environmental organizations to help provide students these experiences.

Stop by the **One Percent Day** table to learn more about the school, the memorial playground, and how you can help! **\(\bigsim\)** 

Donations may also be sent to: The Kate and Peter Ambrusko Memorial Fund at The Environmental Charter School at Frick Park, 829 Milton Street, Pittsburgh, PA 15218

## **BOARD CORNER**

by Sarah Aerni

The word "cooperative" can be defined in several different ways – working together, jointly owned, and operated collectively, to name a few. These are also great ways to describe the Co-op.

Cooperatives are unique in that members are allowed to participate in their governance. For the East End Food Co-op, fall marks the time of year when new leaders are elected to the Board of Directors. These new directors effectively oversee the GM and help set the long-term vision of the Co-op. We have tried to report to you all year about the work that we do; now it's time for you to participate! The cooperative philosophy thrives on the democratic process. Members are given a chance to decide who they want their leaders to be.

Voting ballots will be available beginning in September. They will be mailed with the Cooperator and will also be available at the Customer Service Desk. One

vote is allowed for each member house-hold/membership number. You will need your 12-digit member number (printed on the back of your member card). All votes must be cast by the Annual Meeting, which will take place on Saturday, October 10. This year four out of nine seats on the Board are up for election; one of these positions will be elected from the staff of the Co-op.

So how do you know who to vote for? It's important to make an educated choice when voting, as these will be the people entrusted with thinking about the future of the Co-op. Board members must be dedicated and be able to fill the role of being legally and financially responsible for the Co-op. They must be visionaries as well as team players, and they need to bring new ideas and energy to the table. Here are a few ways that you can get to know the candidates:

- Read their bios and statements in the The Co-operator. All candidates were asked to answer a set of questions regarding why they want to be on the Board of Directors.
- Meet the candidates face to face.

  The candidates have been encouraged to attend Member Extra Discount Day (MEDD) on September 13th, the Co-op's Art Harvest on September 20th, as well as Board meetings.

  These are opportunities for you to meet the candidates and ask them questions.
- Hear their speeches at the Annual Meeting. The candidates will be doing one last question and answer session before the final votes are cast. This is an excellent way for you to hear what they have to say.

The Members' Annual Meeting will be held this year at the Waldorf School (the

former Victoria Hall) on Saturday, October 10, from 5 - 7 pm. The theme is Pirates! All members are invited to attend. The Waldorf School is less than 10 minutes from the Co-op on Winebiddle Street (off of Penn Avenue), and there is plenty of parking for those who are driving. Free food and drinks will be served. During the meeting, the Board of Directors and the General Manager will present their annual reports on the Co-op. We will also have the head of the Pittsburgh's Urban Redevelopment Authority, Rob Stephanie, as a speaker. He will be talking about city plans for development around the area of the current Co-op and his vision of co-op development in the city.

So please be part of your Co-operative and vote during September! We want to meet your needs and expectations. If you have any questions, please feel free to email the Board at boarddir@eastendfood. coop. Thanks for voting!



## and Vegetarian Café

#### **ENDS POLICY STATEMENT**

East End Food Cooperative, a memberowned business, exists to create, promote and sustain a healthy, strong, and vibrant local community that serves the need for physical well-being, mutual respect, social connectedness and economic vitality while ensuring sustainability in the use of all resources toward this end.

Adopted by the EEFC Board of Directors, January 24, 2005

#### STATEMENT OF COOPERATIVE IDENTITY Definition

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural need and aspirations through a jointly-owned and democratically-controlled enterprise. Values

Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of their founders, co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

#### Seven Principles

The co-operative principles are guidelines by which co-operatives put their values into practice.

#### 1: Voluntary and Open Membership

Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political and religious discrimina-

#### 2: Democratic Member Control

Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and Women serving as elected representatives are accountable to the membership. In primary co-operatives members have equal voting rights (one member, one vote) and co-operatives at other levels are also organized in a democratic manner.

## 3: Member Economic Participation

Members contribute equitably to, and democratically control, the capital of their co-operative. At least part of that capital is usually the common property of the cooperative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing their cooperative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the co-operative; and supporting other activities approved by the membership.

## 4: Autonomy and Independence

Co-operatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their cooperative autonomy.

## 5: Education, Training and Information

Co-operatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their co-operatives. They inform the general public-particularly young people and opinion leaders- about the nature and benefits of co-operation.

## 6: Cooperation among Co-operatives

Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through national, regional, and international structures.

## 7: Concern for Community

Co-operatives work for the sustainable development of their communities through policies approved by their members.

Source: ICA News, No. 5/6, 1995. Last updated: 2 June, 1996.

# members SPEAK OUT

## Comment Cards ...

#### We should have free refills on coffee!

The Co-op has one free refill on in-house coffees. Our coffee is organic and fair trade, and therefore, more expensive than conventinal coffee. Offering unlimited refills would not be cost effective.

— Thomas Murphy, Cafe Manager

I love the muffins, but was wondering why everything is organic, but the canola oil is not (and is likely GMO). Can you switch to olive oil?

Our canola oil is organic from Spectrum Brand. Olive oil would add flavor to the muffin, changing the taste slightly.

— Thomas Murphy, Cafe Manager

Can you carry Annie's Organic Papaya Poppyseed Dressing? It's an essential for fruit and nut green salads.

We will begin to carry this item beginning August 11. Thanks for your input!

— Jim McCool, Interim Grocery Manager

## Please go back to the bulk olive bar. I don't like paying for the

Thanks for your comment. The olives are weighed before the brine is added, so there is no cost for either the liquid or the container.

— Thomas Murphy, Cafe Manager

COMMENT CARDS and the Comment Card Box can be found at the CUSTOMER SERVICE DESK.



## Health and the Environment Workshop

**WHAT:** Workshop to heighten awareness of and encourage action around the issue of toxins in our environment

WHO: Presented by the Pennsylvania Resources

WHEN: Tuesday, September 15, 6:30pm to 8:00pm

WHERE: CCI Center (64 S. 14th St., Pittsburgh, PA 15203)

**COST:** \$20 per person (all participants receive a comprehensive green cleaning kit for attending)

**DETAILS:** In 1962 Rachel Carson stated that for the first time in the history of the world, every human being is now subjected to contact with dangerous chemicals, from the moment of conception until death. This statement was true then and continues to be true today. We all are exposed to a number of different chemicals, carcinogens, and toxins in our environment on a daily basis, but while we may have no control over some exposures, there are many that we do.

The Health and the Environment Workshop is designed to heighten awareness and encourage action around the issue of carcinogens and toxins that we come into contact with daily in our environment through the products we use and the food we eat. The workshop also focuses on the consequences of these toxins on our health and how we can avoid exposure. The program provides the public with practical solutions such as safe alternatives and healthy lifestyle choices.

- In an effort to reduce one's exposure to toxins and to reduce the amount of toxins in our environment, all workshop participants will receive a non-toxic green cleaning kit.
- If you are interested in attending the workshop please contact Sarah Alessio at 412-488-7490 ext 236 or saraha@ccicenter.org. Class space is limited, so register early!

The Pennsylvania Resources Council's mission is to promote conservation of our natural resources and protection of scenic beauty through public education and outreach in a collaborative effort with government agencies, business, charitable foundations and other nonprofit organizations.

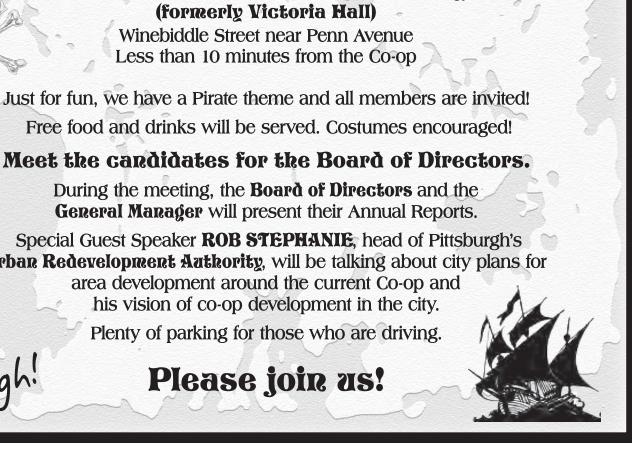
# Skiver Your Timbers and Gome to the Annual Meeting!

## Saturday - October 10, 5-7pm Waldorf School of Pittsburgh

Just for fun, we have a Pirate theme and all members are invited! Free food and drinks will be served. Costumes encouraged!

Urban Redevelopment Authority, will be talking about city plans for area development around the current Co-op and

aargh!



# the food YOU EAT

# in the COMMUNITY

## what 's cookin' at the co-op café Kitchen!

Fresh, simple and gluten-free! That's what's cooking in this classic recipe from the Co-op Café's Hot Bar rotation. Try it with brown rice from the bulk department, and a nice pot of jasmine tea. Enjoy!

## Co-op Café Baked Tofu with Cilantro Ginger Sauce

#### **BAKED TOFU**

1 pound extra firm tofu, cubed 1/8 cup tamari soy sauce 1/8 cup sesame oil

#### CILANTRO GINGER SAUCE

- ½ bunch cilantro, roughly chopped
- 2 Tablespoons sesame seeds
- 1 Tablespoon lime juice
- 2 Tablespoons olive oil
- ¼ teaspoon sea salt
- 1 ½ teaspoons evaporated cane juice (or sugar)
- 1 clove fresh garlic
- 2 teaspoons fresh ginger, grated

### **INSTRUCTIONS**

- Preheat oven to 350°.
- In a medium sized bowl place the cubed tofu, tamari and sesame oil. Toss well. Be careful not to break up the tofu. Oil a baking sheet and place tofu in a single layer. Bake until tofu browns and puffs out; the texture will change. Remove tofu from oven and allow it to cool.
- Put all the sauce ingredients into a food processor or blender and process until the sauce is smooth.
- Toss cooled tofu with sauce.

Makes 2-3 servings.

## Co-op Honored with Just Harvest Award

Just Harvest will award its 2009 annual Seeds of Justice Award to the East End Food Co-op at the anti-hunger organization's 21st Harvest Celebration Dinner on Wednesday, October 21 at the Omini William Penn.

"We're proud to recognize the co-op," says Just Harvest Co-Director Joni Rabinowitz, "as a leading force in our region for sustainable and local food, fair trade, and just treatment of workers in the food industry. Since its humble beginnings way back in the 70s, the co-op has steadfastly worked to bring organic and local food to consumers, to support alternative lifestyles, and to educate us about where our food comes from."



For more ticket information, call Just Harvest at 412-431-8960 or visit www. justharvest.org. 🍆

## EATING FROM LOCAL ABUNDANCE

Recipe by Michael States



## Autumn Harvest Casserole

Having taken part in the Local Food Challenge last year I researched recipes containing only ingredients found locally to best utilize our local abundance. This is definitely one of the better recipes and a solution for what to do with all of those zucchini, eggplant, peppers and tomatoes of the local autumn harvest.

- 6 tablespoons local butter
- 34 cup onion, thinly sliced
- 2 or more garlic bulbs, minced
- 3 bell peppers, any color you choose, cut into strips
- 2 ½ cups eggplant, diced
- 3 cups zucchini, cut into ½ inch slices
- 2 cups tomatoes, sliced
- Salt of your choice

Use a Dutch oven with lid to cook with.

Sauté onions and garlic in butter until golden brown.

Remove onions and garlic from pan and layer the rest of the ingredients adding a pinch of salt to each layer and spooning the onions and garlic onto each layer.

Dot the top with butter and cover with lid.

Simmer over very low heat, 35-40 minutes.

Uncover and cook another 10 minutes to reduce liquid.

## LOCAL PRODUCERS PROFILE:

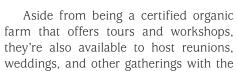
## Beset in bliss at Blackberry Meadows

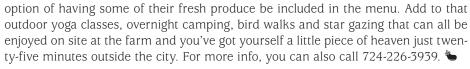
by Claire Westbrook

Mmm...summer. Outdoor concerts, amusement parks, swimming, and best of all so many luscious foods to stuff ourselves with at picnics, cookouts, and parties. Thanks to our moderate climate we're blessed with a plethora of fruits and veggies to choose from this growing season and I look forward to my delivery of organic goodies every other week from my local farm share. Today as I was cleaning a beautiful head of lettuce to have for lunch I thanked the earth for giving such nourishing food to our family and reminisced about my recent trip to Blackberry Meadows Farm in Natrona Heights.

Surrounded by woods and deliciously quiet, the 85-acre property has ten farmable acres but for the varying crew it's enough to keep everyone busy; which I witnessed while making my way through rows of cabbages and basil with my camera. With only five staff members, several interns, and as many volunteers that show up on any given day it's remarkable just how much produce (and other great stuff) this farm delivers. A sampling of their offerings throughout summer and autumn (though they do have items in spring as well) are: tomatoes, peppers, eggplant, summer squash, green onions, herbs, beets, carrots, beans, watermelon, garlic, winter squash, lettuce, collards, pumpkins, onions, potatoes, beets, spinach, broccoli, turnips, a variety of heirlooms and flowers too!

In addition to supplying our co-op with items like kale, parsley, rhubarb, and fennel, they retail at three different farmers markets throughout the area: Farmer's Market at Phipps, Monroeville Lions Farmer's Market, and Farmer's at Firehouse. If I had been a little more organized in the spring I would have signed up for their CSA but they still have room for new subscriptions even with 120 subscribers to date. Their website - www. blackberrymeadows.com — is where you can find information about getting a CSA subscription, recipes, links, ideas and









## What's New ... in the aisles

## Produce

- LOCAL PRODUCT! Zukay Live Foods Salad Dressings-Sweet Onion Basil, Red Pepper Cilantro
- Deep Root Organic Cultured Grated Beets and Daikon and Ginger

Sunridge Farms Yogurt Raspberry **Pretzels** 

## Aisle 5

- Deep Steep Foaming Hand Wash
- Earth Science Fragrance Free Shampoo and Conditioner

## Aisle 6

- So Yummi Dark Chocolate and Tapioca flavors, Gluten Free and Vegan
- Kashi Toasted Asiago Crackers

# candidates for 2009 BOARD OF DIRECTORS

CANDIDATES FOR MEMBER SEATS ON BOARD (VOTE FOR 3)

## **EEFC BOARD CANDIDATE STATEMENT**



**MIA FARBER** What is your experience as a member, volunteer or staff

Shopping at EEFC as a child. I was able to sneak my hands into the bulk bins for a treat

when my mom wasn't looking. Now, having lived in other cities and visited other wonderful co-ops, I've never quite encountered the spirit of community that prevails at EEFC. These days, we all tend to focus a bit more inwardly; EEFC continues to look outward, providing a support network for members and the greater community. Now, having the privilege to connect with the Co-op professionally and armed with the knowledge that my hands don't belong in the bulk bins, I am eager to lend my time and energy to further enhance the sustainability of EEFC.

#### What experiences have you had with other cooperatives or non-profit organizations?

Working for PASA, I have had opportunities to learn about operating in the non-profit field, and to connect with EEFC. I am always met with great enthusiasm and know that EEFC strives to provide member services that go beyond the bottom line!

#### What experience and skills (professional or business) or unique perspectives will you bring to the EEFC board?

I have strong, regional connections with environmental organizations, and an understanding of the factors that make a triple bottom line business successful. My work involves connecting with local producers and sharing information about healthful foods through various outreach strategies.

#### What do you think are some important one-year goals for the EEFC?

- Building up the first steps of a comprehensive composting facility, by including and educating the community on using the facilities as a collection site for household organic waste. - A plan to promote bulk buying through (1) a container reuse program, (2) an informational labeling system with recipe cards in both the bulk and produce sections, and (3) informal cooking classes, samples and in-stores demos, all enhancing shoppers experience and encouraging them to buy bulk products. - Offer more opportunities for staff to connect with members and for everyone to connect with producers in our region, leading to an enhanced sense of community.

## Describe your vision for the EEFC five years from

- Engage a greater community with an expanded facility that could offer better parking, in-store facilities, and thus serve a broader swath of community. - Enhance EEFC community profile by participating in farmer's markets as the general grocer, bolstering regional markets by providing a more comprehensive shopping environments.

## Why do you want to be on the board?

I personally want to be on the board, to help share my ideas and enthusiasm to help take such an incredible community to the next level through strategic planning and enhanced community connections.

#### **EEFC BOARD CANDIDATE STATEMENT BRIAN FUNK**



Nearly 10 years ago, I became an EEFC member. There was one year of full-time employment, as well as various and sundry moments volunteering. Through it all, I have seen and felt the EEFC serve as a conduit

for the throbbing pulse that's humanity. It it time for me to give back in a more focused way.

As a homeowner in the neighborhood, I think I bring a unique perspective into EEFC's place here, as a neighbor. I've worked in management and as a grunt for non-profits, in Pittsburgh, over the last ten years and hope to bring that experience to bear on current issues facing EEFC. At the fore is my desire to refocus some of our prodigious energies/synergies as an organization towards current membership, assessing and addressing their needs, creating a more welcoming, in-store space of comfort and relaxation seems key!

Let's move forward by celebrating our abundant lives together. Peace out.

## **EEFC BOARD CANDIDATE STATEMENT**

## **DIRK KALP**



I have been on EEFC's board for almost 25 years, prior to that, serving on the board of the Semple Street Co-op in Oakland. I also spent 2 years on the board of the Future of

Westmoreland Agriculture, charged with creating strategies for sustaining small family farms.

Having served as board treasurer for the majority of my board tenure, I have a strong focus on maintaining EEFC as a strong and sustainable cooperative business operation, a fundamental reason for its existence, and one which provides the opportunity to achieve its broader mission in the physical health, sustainable environment and social connectedness of our community.

Our success in adopting a formal system of governance has permitted an efficient partnership, with board focusing on the broad mission and ends and GM leading the definition and execution of programs to achieve that. With this, we've achieved some stability in the past 2-3 years, even with the challenging economy, to allow us to focus more on mission and ends, less exclusively on financial

As the economy starts to improve, we are poised to take advantage of opportunities to expand the reach of our co-operative in the Pittsburgh area, exploiting some of the partnerships we've built with governmental bodies and community organizations. Just how that plays out - expansion in our current location or neighborhood, creating a network of stores in metro Pittsbugh, mentoring and supporting neighborhood groups in creating their own community co-op - will be some of the challenge and interest on the horizon.

#### **EEFC BOARD CANDIDATE STATEMENT**



## **ERIC MILLIRON,** JR.

What is your experience as member, volunteer or staff member of the EEFC?

My experience has been positive; however, I now feel com-

pelled to serve the membership as a Board member to enhance the experience for those who choose the Cooperative alternative.

#### What experiences have you had with other cooperatives or non-profit organizations?

I routinely choose to shop in Cooperatives when I travel. I have supported cooperatives in the Pacific Northwest and Pittsburgh. I have served on the American Youth Hostel Board and have served as staff for two local non-profits (South Side Local Development Company and the Northside Leadership Conference). I am a financial supporter of numerous environmental and preservation organizations.

#### What experience and skills (professional or business) or unique perspectives will you bring to the EEFC Board?

I bring a lifetime of dedication to sustainable living and wellness, and I match this passion with a favorable record in community and business development. I have held leadership positions in communities seeking economic and social revitalization both on the South Side and Northside of Pittsburgh. Earlier involvement took place in Olympia and Seattle Washington as well as Harrisburg, PA. I have experience in both grassroots organizing and institutional development.

#### What do you think are some important one-year goals for the EEFC?

I believe that important one-year goals include, but are not limited to - increasing awareness of the East End Food Coop and its policies to a larger audience, 'setting the table' for future expansion of the Cooperative model in the Pittsburgh metropolitan region and furthering the East End Food Coop's relationship with our partners in the City of Pittsburgh both governmental and non-profit.

## Describe your vision for the EEFC five years from

I envision a robust East End Food Coop which is: - understood as a necessary partner by regional stakeholders in our region's sustainability planning;

- enjoying ever increasing membership numbers from untapped demographic groups;
- improved selections of locally raised produce, meats, cheeses, et al.;
- market driven expansions into the region to serve more families and individuals interested in the Cooperative way of life and wellness.

#### Why do you want to be on the Board?

I feel that I have the passion, experience and dedication to advance the mission of the Cooperative for its membership. Serving on the Board is an opportunity for me to play a role in the wellness of our region and health of my family, friends and neighbors.

CANDIDATES FOR STAFF SEAT ON THE BOARD (VOTE FOR 1)

#### **EEFC BOARD CANDIDATE STATEMENT**

## **HOPE ANN NATHAN** I first started shopping at The

East End Food Co-op in the 1990s, initially because it was a convenient place to share a vegetarian lunch with a good

friend who lived in Wilkinsburg. I became a member/owner in 2004, and have been a staff member since 2005. I started as a Cashier and have worked over the years as a Customer Service Rep, as the Part Time Temporary Point of Sale Scan Assistant, and as an HBC Clerk. I am currently the Bulk Herbs Buyer for The Co-op.

I have worked with a number of non-profits over the years. I attended Antioch College and, though Antioch's co-operative education program, I did internships with SANE Freeze, Nuclear Freeze and Jobs with Peace (Atlanta, GA), Clean Water Action Project (Pittsburgh, PA), FENASTRAS and CISPES (Washington, DC), The Pittsburgh Peace Institute (Pittsburgh, PA), CHOICE (Philadelphia, PA), Pittsburgh Filmmakers (Pittsburgh, PA) and The Chronicle of Higher Education (Washington, DC). The very first time I shopped at a co-op was when I was doing that first internship in Atlanta; the woman I was rooming with introduced me to the legendary Sevananda Co-op in Little Five Points. Now whenever I have the opportunity to travel, I always try to visit another co-op that I've never been to before. I've visited 15 so far.

I think there's a lot that EEFC can learn from other co-ops. There are a number of initiatives that I've seen at other co-ops that I would love to see at EEFC. I know of at least two co-ops which list the percentage of local items purchased on every receipt. I know many co-ops have specific purchasing policies, and make efforts to inform customers about the choices they offer. Some will refuse to sell items which have official boycotts against them, while others won't sell products with unhealthy ingredients (or will, but only if no other suitable alternative is available, and then will inform consumers with a notice on the shelf explaining the decision). I would like to see EEFC use these or similar methods to educate our members and shoppers on where their dollars are going.

This past spring, as a staff member of EEFC I had the opportunity to attend the CCMA (Consumer Cooperative Management Association) conference. It was truly inspirational. I learned about one co-op -Seward Co-op in Minneapolis, MN - which, rather than doing a traditional Annual Report to member/ owners, instead issues a "scorecard," which they use to evaluate the co-op's progress in many areas, not just finances. What percentage of products are locally made? How much of the co-op's garbage is recycled? What does staff morale look like? How about the co-op's community involvement?

While the financial bottom line is certainly important, I would love to see The East End Food Co-op take stock of its impact in other areas. Ideally, we would be able to look at "bad" numbers not as failures but rather as areas in which we can commit ourselves to working toward progress. Maybe our composting program is still in its infancy now (as an example), but let's set a goal for where we'd like to see it go by this time next year.

In the immediate future, I think it's important for EEFC to clarify its vision for moving and/or expansion. Do we want to open a second location? Move the current store to a new location? Both? Neither? In the long term, I would like to see EEFC demonstrate our Ends Policy to our member/owners in tangible ways, leading our community by making decisions that are true to our commitment to sustainability, and educating our member/owners to help them make positive purchasing decisions.

## Your 2009 Board Ballot

#### **EEFC BOARD CANDIDATE STATEMENT**



## **JOSEPH ROMANYAK**

I began working in the Café at EEFC the day after I moved from Morgantown, WV to Pittsburgh in August of 2007. After splitting time between the

Café and Produce departments for eight months, I accepted a position in the Front End. Six months later I was hired as a Manager On Duty.

While in Morgantown I worked at Mountain Peoples Co-Op for five years. I was 20 years old and it was an exciting time for me as I was introduced to a lifestyle that I would quickly associate with and adopt as my own. In retrospect, the time I spent at Mountain Peoples, which was a very small operation often on a tight budget, provided me with valuable lessons in time management and efficiency that are inherent in the work that I'm doing now.

I have seven years of experience in the food cooperative business. Between the two stores, I've worked in just about every capacity. I interact with our members every day. Their requests, concerns, likes, and dislikes are in my stream of consciousness and are part of every decision I make at work.

2010 should be a year of perfecting the somewhat dramatic changes taking place within the staff. The development and success of the future Operations Manager will play a major role in having a great

EEFC has performed well in a tough economic environment. In the years to come, relocation and expansion should continue to be ambitious ideas that are explored at a conservative pace. Steady quarter to quarter growth and employee development should always be at the forefront.

I would like to serve on the Board in order to offer a voice of reason from the staff's perspective and to provide thoughtful, reasonable decision-making with our constituents' interests in mind.

## **EEFC BOARD CANDIDATE STATEMENT**



## **JUSTIN CAPUTO**

I have worked at the East End Food Co-op for over 5 years. I've always worked in the cafe (in several different positions), first as a cook and then as the cheese buyer. A year and a half

ago I took on a supervisory role. I also currently work on the EEFC task force which is a committee that meets twice a month to discuss and develop ideas concerning staff -related issues.

I have been a member of the Co-op since 1994. My experience with other co-ops was limited until recently when I went to a training in Minneapolis and visited the many co-ops they have there. I can say that trip was one of the best work related experiences I have ever had. In part because it helped me better see all of the possibilities that we have with our co-op.

My short and long term goals for the Co-op are to continually reinforce what we do well, to build off of the things we offer that no one else offers, and to continue to be a leader in the community. Eventually, I would like to see the co-op open new locations and create an awareness in our city where other co-ops can form independently and harmoniously with ours.

I also would like to see our Co-op move to a new location in the near future but stay in the current neighborhood so we can provide an even better service to the community.

There are two main reasons I am running for the board. First is a sense of responsibility to the organization. It feels like a logical next step in my personal history with the co-op. Second is the personal growth and experience it will offer me. I would see it as a major highlight in my work and personal life thus far.

I would like to extend my commitment and dedication to EEFC by being a director on the Board. I believe I have the traits necessary to be an effective Board director - I am honest, organized, hard working and diplomatic. It would be both an honor and a privilege to serve the membership in this capacity. 🍆

## is enclosed!

Please read the instructions carefully and vote before October 10, 2009, or come to the Annual Meeting on October 10 and vote in person. One vote per membership.

Ballots may be mailed to Board Ballots, East End Food Co-op, 7516 Meade Street, Pittsburgh, PA 15208 or placed in the ballot box in the store.

THANK YOU FOR VOTING!

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#### GENERAL MANAGER

Rob Baran

#### **BOARD OF DIRECTORS**

Michael Q Roth, President Torey Verts, Vice President Mike Collura, Treasurer Sarah Aerni, Secretary Mike Elliot Dirk Kalp LaShaun Martin Inna Nirenburg Rob Shepherd

#### WHO WE ARE

The East End Food Co-op is Pittsburgh's only member-owned natural and organic food market, serving the community since 1977. We offer the finest in certified organic produce and herbs, bulk foods, vitamins and supplements, cruelty-free health and beauty aids, organic and natural packaged goods and hard-to-find items for special dietary needs.

Our award-winning Vegetarian Café and Juice Bar offers a daily array of fresh, wholesome, hot entrées, soups, salads and vegan dishes.

While the Co-op is open to the public and membership is not required to make purchases, members do receive better prices, have access to the EEFC Federal Credit Union, and can vote and serve on the Board of Directors.

## MANAGEMENT TEAM

Rob Baran, General Manager Jane Harter, Administrative Manager/HR Aaron Young, Interim Produce Manager Kara Holsopple, Marketing and Member Services Manager

Jim McCool, *Interim Grocery Manager*Allisyn Vincent, *Front End Manager*Thomas Murphy and Amber Pertz, *Café Managers* 

## EAST END FOOD CO-OP

7516 Meade Street Pittsburgh, PA 15208

Store 412.242.3598 Café 412.242.7726 Credit Union 412.243.7574

www.eastendfood.coop memberservices@eastendfood.coop

## Save the Dates!



Friday evening, Sept. 11 & Saturday, Sept. 12 all day

# Lama Surya Das is teaching in Pittsburgh

Presents Buddhist insights and practices in accessible ways.

Wrote Awakening the Buddha Within and many other books.

Holds the Dzogchen Lineage of Tibetan Buddhism in the Rimè (non-sectarian) tradition.

For details, visit www.dzogchenpgh.org



September sales exclusively for East End Food Co-op members, all month long.

Organic Kidney Beans

Organic Black Eyed Peas \$1.59/#



Kara Holsopple, Editor/Advertising Sales

Linda Raden, LR Design, Design, Layout & Production

The Co-operator is published twelve times a year and mailed to members of the East End Food Co-op. Additional copies are available at the Customer Service desk and at the entrance area to the store.

We welcome letters to the editor.

Send your message (250 words or less) to -

Attn: EEFC Member Services, 7516 Meade St. Pittsburgh, PA 15208 or e-mail to: memberservices@eastendfood.coop

## Submission Deadlines

All submissions, including articles and advertisements, must be received in the Co-op office by the first of the month for the following month.

The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter. Opinions expressed are the writer's own and do not necessarily reflect

For information about submissions and advertising, please contact Member Services at 412.242.3598.

The Co-Operator is printed by Typecraft Press, Inc.

WRITE TO US: The Editor of *The Co-operator* welcomes your letters! Send your 250 words or less to: Kara Holsopple, Member Services, East End Food Co-op, 7516 Meade Street, Pittsburgh, PA 15208. Or e-mail to: memberservices@eastendfood.coop

# THE WORD "MIDWIFE" SIMPLY MEANS WITH WOMAN."

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East End Food Co-op's FRESH Screening with fresh-popped organic popcorn! Wednesday September 30th, 7pm!

> Come to the 8th Annual Greater Pittsburgh Pagan Pride Day!

Sunday, October 4, 2009 11 AM - 7 PM Four Seasons Lodge - Boyce Park - Monroeville

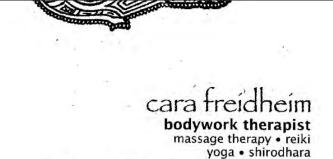
Non-perishable food drive for the Greater Pittsburgh Community Food Bank

Pet supplies drive for Animal Protectors of Allegheny Valley



Free admission/parking! (Donations accepted) Public ritual - speakers vendors - bake sale readers - activities - etc.!

Info: APalathena@aol.com or 412-371-0384



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## EAT LOCAL, AMERICA!

Continued from page 1

America! co-ops and initiatives at www.eatlocalamerica.coop.

## Sign-Up and Join

seaofqi@

Put your taste for local food to the test! Visit the co-op to sign up for the challenge and learn more about helpful recipes and products that will make achieving the challenge as easy as a summer breeze. Or, visit the national Web site at www.eatlocalamerica.coop to follow other participants coast-to-coast.

For more information on Eat Local, America!, contact Chris Farber, at ext. 208 or outreach@ eastendfood.coop.

## rob's corner

Continued from page 2

in Produce, moved on to the next step in their careers this past spring. They both were quality people and many folks miss them. We want to thank Mark and Dave for their years of service to the Co-op, and wish them the best of luck in their future endeavors.

I also want to acknowledge the good work Jim McCool (interim grocery manager) and Aaron Young (interim produce manager) are doing this summer. It can often be quite challenging to maintain the success of a department when long-time leaders move on. It's not unusual for even strong new managers to struggle at first in the transition. Well, Jim and Aaron have done excellent work for us to date while maintaining the continued success of their departments. We commend them, and their dedication to their work at the Co-op. 🍆

STEP NINE in the Better Eating For Life Program is "PUT PROTEIN IN ITS PLACE!"

From which kinds of protein to choose to how much a person needs, the ninth installment of the Better Easting for Life Plan puts this crucial nutrient in perspective.

Included in the packet are myth-busting facts about protein sources and requirements, protein choices suitable for any diet, and a serving size chart. Strategies for incorporating different protein sources into meals is also part of the

Some of the recipes included in Step Nine are Zingy Lentil Salad, Leek-y Beans, Tofu Pesto and Basmati Pilaf with Cashews and Raisins. Additional web resources for nutritional information and recipes are available on the last page of the packet.

You can find a new installment of Better Eating for Life at the Customer Service Desk each month. Previous months' installments are also available by request.

Better Eating for Life is a twelve part educational program for incorporating healthy eating into any diet, created by Mary S. Choate, M.S., R.D., L.D., Food and **Nutrition Educator at Co-op Food** Stores, Hanover and Lebanon, NH.



# ESPRESSO DRINKS

Espresso	1.75	2.50
Cappuccino	2.75	3.50
Latte	3.25	3.75
Mocha Latte	3.50	4.00
Macchiato	2.25	3.00
Americano	2.00	2.75
Shot in the Dark		

COFFEE					
Coffee	12 oz.	16 oz.	20 oz.		
Café au Lait	1.25	1.50	1.85		

#### HOT DRINKS 12 oz. 2 25 2 00 Hot Chocolate Steamed Milk Honey Milk Maple Milk 200 1.50 (SEASONAL)

## TEA

12 oz. 16 oz. 20 oz 2.50 3.00 3.50 Chal (regular or decaf)

Choice Teas price per bog 1.25 Green: Classic Blend, Moroccan Mint, Ban-cha Black: English Breakfast, Orange Spice.

Darjeeling
Decaf: Earl Grey, Mango Ceylon
Herbal: Peppermint. Chamomile, Wild Berry

price per bog 1.50

Caffeinated: Yerbo Mate Caffeine free: Cold Stop, Cranberry: Rooibos-Double Ginseng, Lemon Ginger

vanilla or raspberry syrup for an extra 50¢

Milk is available in hormone-free nonfat, 2%, and whole as well as organic soy and almond Not in the mood for hot? Ask for it iced!

# bulletin BOARD



## un-classified ads

ARTIST WITH MCS [Multiple Chemical Sensitivities] seeks live-work space. No forced air. No carpeting. Shirley — 412.431.1484 / smkreidwise@gmail.com

SQUEAKY GREEN HOUSEKEEPING. Cleaning your home or office the earth friendly way. Using only eco safe products and pure essential oils(aromatherapy). Call us at 412-

GUITAR LESSONS in my Point Breeze home. Tug at the roots of American music with Uncle Dave. 412-589-3209 or sgtearly1@ yahoo.com.

DR. DONALD MANTELL, MD, ND, Natural Health Solutions, Treats All Cancers. Wholistic Approach for Optimum Health with 30 years of experience in wholistic medicine. 3495 Greensburg Rd. Murrysville, PA 15668, 724-327-5604.

STEREO RECYCLERS — We buy old speakers, receivers, tape decks, turntables, etc., and put them back into circulation. We can repair and rebuild your worn out speakers. Don't let unused stereo components sitting in storage end up in landfills. (412) 244-0337; shos15218@comcast.net

EDGAR CAYCE — Father of Holistic Medicine in U.S. — Lectures, classes and study groups on holistic health, dream study, meditation and spiritual growth. (412) 661-5947 or (724) 443-2576.

EDDIE SHAW, MASSAGE THERAPIST — 5801 Beacon Street, Sq. Hill (next to Giant Eagle parking lot), 412-855-1532. www.squirrelhillmassage.com. Relaxation and deep tissue massage. Increased flexibility and deep tissue work—there is nothing like it. \$15 off the first visit for Co-op members.

YOUR MESSAGE COULD GO HERE. An unclassified ad is an incredible value at \$20 AND... co-op members save 10%. 25-word limit (loosely enforced). Add up to 10 additional words for 25 cents each.

## September 2009 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
		1	2	3	4	5
		Casablanca Stew	Burrito Bar	Ginger Cilantro Tofu and Kale	Pizza, Dairy and Vegan	Summer Pasta Bake
6	7	8	9	10	11	/2
Chef's Choice	CAFE CLOSED FOR LABOR DAY	Roasted Vegetable Lasagna	Pasta Bar	Cannellini Ragout	Pizza, Vegan and Dairy	Garden Vegetable Tofu
/3	14	15	16	17	18	19
Chef's Choice	Spicy Red Tempeh	South Indian Vegetable Curry	Indian Kitchen	Pappardelle Provencal	Pizza, Vegan and Dairy	Quinoa Polenta with Roasted Red Pepper Sauce
20	21	22	23	24	25	26
Chef's Choice	Mean Green Pasta	Chinese "Beef" Noodle	Stir Fry Bar	Moroccan Couscous with Pumpkin	Pizza, Vegan and Dairy	Chickpea Curry
27	28	29	30			
Chef's Choice	Pumpkin Sage Orzo	Beer Braised Brats with Mashed Caraway Potatoes	Pittsburgh Kitchen	WEEKEND BRUNCH BAR — 9 AM TO 1:30 PM  WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER,  VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE!  11 AM TO 7 PM — DAILY 1:30 PM TO 7 PM — WEEKENDS		

## MONTHLY BOARD MEETING MONDAY, SEPTEMBER 21 — 7-9 PM

**ALL MEMBERS WELCOME!** 

See Customer Service for directions.

Labor Day Store Hours — Monday, September 7 Co-op Café: Closed Store: 9am-5pm

## fall lectures

Thursday October 1, 6:30-8:15pm

## **Backyard Composting!**

With the Pennsylvania Resources

Think you've done everything you can for your garden? Don't just sit there waiting for your veggies, start making compost! Join the Pennsylvania Resources Council for their backyard composting workshop which thoroughly covers the importance of composting, setting up a compost bin, proper pile maintenance, and different ways of using finished compost.

Registration is required. Cost is \$40 per person or \$50 per couple.

Participants will receive one composting bin with each registration. For more information visit www.prc.org.

TO REGISTER, please call Lauren Seiple at 412-431-4449 ext. 325, or email laurens@ ccicenter.org.

## **CAFÉ HOURS**

## DAILY

JUICE BAR 8 AM - 7 PM

SALAD BAR 9 AM - 7 PM

**HOT FOODS & SOUPS** 11 AM - 7 PM

## WEEKENDS

WEEKEND BRUNCH BAR 9 AM - 1:30 PM

HOT FOODS & SOUPS BAR 1:30 PM - 7 PM

# September 2009

DATES in September

LOCATION

ACTIVITIES

Live and Fresh Local Food Year-Round: Fermenting, Root cellaring, and 4-season Gardening. Co-hosted with Pittsburgh Garden Experiment and Leslie Stem

Potluck with Slow Food, PASA and Grow Pittsburgh. Join this eat-in to help raise http://www.buylocalpa.org/event/view/654 awareness for healthy, sustainable food in public schools! Bring a dish to share.

> Get local food samples at the monthly East End Food Co-op Member Extra Discount Day.

Join Venture Outdoors and meet at Mellon Park for a 3-4 mile hike through East Liberty. Tour will stop at the East End Food Co-op and other local businesses. Picnic will follow. Register online.

PASA Blue Ribbon Veggie Contest. Gardeners bring in your biggest or strangest vegetable; kids design your most creative and sustainable blue ribbon. Entry fee applies. Enter by 12pm. Results and Awards at 2pm.

Turn in your food journal to enter drawing for a \$50 gift certificate. Screening of Ana Sofia Joanes' new film 'Fresh,' a documentary focused on sustainable farming. Fresh-popped popcorn will be served!

FRESH THE MOVIE Wednesday 7:00 PM

At the Co-op



KICK OFF! At the Co-op

www.eastendfood.coop Wednesday 6:30 PM

Mellon Park LABOR DAY EAT-IN Monday 1:00 - 4:00 PM

At the Co-op MEMBER DAY 13 Sunday 8:00 AM - 9:00 PM www.eastendfood.coop

LOCAL FOODS Mellon Park URBAN HIKE http://www.buylocalpa.org/event/view/649 16 Wednesday 6:00 - 9:00 PM

VEGGIE CONTEST At the Co-op 20 Sunday 12 - 5:00 PM Art Harvest http://www.buylocalpa.org/event/view/667

www.freshthemovie.com